



# AD ART SHOW

*LAUNCH EVENT — ART TALK, Wine & Bites*

AD ART SHOW is the newest groundbreaking art venture developed by MvVO ART, and the first-ever art show to celebrate the contemporary Artists from Advertising.

The opening launch event for the AD ART SHOW is a lively Art Talk that takes place on July 5, 2017, from 5:30pm to 8:00pm at the historic Southampton Arts Center, during Art Southampton Week. This event is the first of four in the AD ART SHOW program.

Guests will enjoy wine, refreshments & small bites and engage in a dynamic discussion with a panel of contemporary Art & Advertising experts.

## **THE ART TALK— Is Advertising Home to the Next Big Name in Art?**

Art lovers and collectors will discover talented contemporary artists with roots in advertising, as well as art experts with a point of view; explore the permeable boundary between Art and Advertising — the industry that has nurtured many historic artists, including Magritte, Lautrec, Rockwell, and most famously, Warhol; and delve into the role that ad agencies may play as unheralded patrons of contemporary artists.

- Is the next Andy Warhol creating iconic masterworks while working in Advertising?
- Is a modern Magritte the art director behind the print ad that captures your attention?
- Is there a new Lichtenstein designing the graphic user interface for your next favorite app?
- Is a 21<sup>st</sup> century Toulouse-Lautrec going home to paint after a day of graphic design?
- Are advertising agencies unrecognized patrons of the arts?
- Does advertising influence our art esthetic?
- Are these creatives/artists stigmatized by their advertising day jobs?
- Can these creatives/artists succeed in the art world?

## **Presenting Art Talk Sponsor**



## **ABOUT MvVO ART**

MvVO ART is an innovative art venture dedicated to creating opportunities for artists, art lovers and brands to discover each other and form powerful partnerships.

AD ART SHOW is an MvVO ART venture